ORDER

Order / Rev: 37565 Orders Alt Order #: 08879624

> Product Desc: Issue 2028 Estimate:

Original Date / Rev:

Billing Contact:

Flight Dates: 10/11/12 - 10/20/12 10/10/12 / 10/10/12

Order Type: **GENERAL** KLAS

Primary AE: Mike Jones K-WAS Sales Office:

Sales Region: National

Agency Name: **Waterfront Strategies**

Buying Contact:

1010 Wisconsin Avenue

Washington, DC 20007

Cash Billing Type:

Billing Calendar: Broadcast Billing Cycle: EOM/EOC

Agency Commission:

15%

House Majority PAC Advertiser Name:

> A35+ Demographic:

Product Codes: PO4 Priority: LV1

AGY, POL, ISS Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/19/12	38	\$85,500.00	\$72,675.00		

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	38	\$85,500.00	\$72,675.00	0.00
Totals	38	\$85,500,00	\$72 675 00	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Total		
KLAS	30%	\$85,500.00		
Market	100%	\$285,000.00		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$71,250.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,250.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/15/12	10/19/12	8 News Now 6a M-F	CM	6-7a	MTWTF	:30	2	\$1,400.00LV1	0.00 NM	2	\$2,800.00
				8 News Now 6a M-F									
	8 NEWS	S NOW AT	6A										
	Sta	rt Date	End Date	Weekdays Sp	ots/Week	Rate	Rating						
٧	Veek: 10/	15/12	10/21/12	MTWTF	2	\$1,400.00	0.00						
E 2	8	10/15/12	10/19/12	CBS This Morning 7-	9a CM	7-9a	MTWTF	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
				CBS This Morning									

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KLAS

Order / Rev: 37565 Advertiser: House Majority PAC Alt Order #: 08879624 **Product Desc:** Issue

Estimate:

Flight Dates: 10/11/12 - 10/20/12 2028

Ln Ch Start End Inv CBS THIS MORNING	rentory Code Break	Start/End	Time Days	Len Spots	s Rate Pri	Rtg Type	Spots	Amount
	Veekdays Spots/Week TWTF 2	<u>Rate</u> \$1,200.00	Rating 0.00					
	S Early Show - Sat. CM SS Early Show - Sat.	5-7a	S-	:30	1 \$600.00LV1	0.00 NM	1	\$600.00
CBS THIS MORNING SATURDA <u>Start Date</u> <u>End Date</u> <u>W</u>	NY <u>Veekdays</u> <u>Spots/Week</u> S- 1 ription <u>Start</u>	<u>Rate</u> \$600.00 <u>/End Time</u>	_	<u>Veekdays</u> <u>l</u> Sa		Rtg Type 0.00 NM		
2 8 10/13/12-10/13/12 Sat Pr	rime Special 730-	10p	-	Sa	:30 \$600.00	0.00 NM		
E 4 8 10/14/12 10/14/12 Eye	e on Wash/Wall St Jo@M e On Wash/Wall St Jrnl	5-6a (5:00 AM-5:3	S 0 AM)	:30	1 \$400.00LV1	0.00 NM	1	\$400.00
Start Date End Date W	Veekdays Spots/Week	<u>Rate</u> \$400.00	Rating 0.00					
E 5 8 10/15/12 10/19/12 Live	e w/Kelly CM	9-10a	MTWTF	:30	3 \$1,200.00LV1	0.00 NM	3	\$3,600.00
	Veekdays Spots/Week TWTF 3	<u>Rate</u> \$1,200.00	Rating 0.00					
	lews Now Noon M-F CM News Now Noon M-F	12-1230p	MTWTF	:30	2 \$1,300.00LV1	0.00 NM	3	\$3,900.00
Week: 10/11/12 10/17/12 M		<u>Rate</u> \$1,300.00 \$1,300.00	Rating 0.00 0.00					
E 9 8 10/11/12 10/19/12 Elle Elle		3-4p	MTWTF	:30	2 \$1,600.00LV1	0.00 NM	3	\$4,800.00
Week: 10/11/12 10/17/12 M		Rate \$1,600.00 \$1,600.00	Rating 0.00 0.00					
E 10 8 10/11/12 10/17/12 8 N	lews Now 4p M-F CM News Now 4p M-F	4-5p	MTWTF	:30	3 \$1,600.00LV1	0.00 NM	3	\$4,800.00
	Veekdays Spots/Week	Rate \$1,600.00	Rating 0.00					
	lews Now 5-630p M-FCM News Now 5-630p M-F	5-630p	MTWTF	:30	4 \$1,700.00LV1	0.00 NM	4	\$6,800.00
	ription Start	Rate \$1,700.00 /End Time 0p	_	<u>Veekdays</u> <u>i</u> trwthF	<u>_ength Rate</u> :30 (\$1,700.00)	Rtg Type 0.00 NM		
4 8 10/11/12-10/17/12 8 New See MG 11.5	vs Now 5-630p M-F 5-630	0р	M	ITWThF	:30 (\$1,700.00)	0.00 NM		
5 8 10/11/12-10/11/12 8 New MG for 11.4 10/11	vs Now 5-630p M-F 5-630	0р	-	Th	:30 \$1,700.00	0.00 NM		
6 8 10/12/12-10/12/12 8 New	vs Now 5-630p M-F 5-630	0p	-	F	:30 \$1,700.00	0.00 NM		
E 12 8 10/13/12 10/13/12 8 N 8 N	•	5-7p (5:00 PM-5:30	S- 0 PM)	:30	2 \$2,500.00LV1	0.00 NM	2	\$5,000.00
	Veekdays Spots/Week	Rate \$2,500.00	Rating 0.00					
E 13 8 10/13/12 10/13/12 8 N 8 N	lews Now Sat 5-7p CM	5-7p (6:30 PM-7:00	S-	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
8 NEWS NOW AT 630PM-SUN <u>Start Date</u> <u>End Date</u> <u>W</u>	/eekdays Spots/Week	Rate	Rating			I		

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Order / Rev:

37565

Advertiser:

House Majority PAC

Alt Order #:

08879624

Product Desc: Issue

KLAS

Flight Dates:

10/11/12 - 10/20/12

Estimate:

2028

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp		Rtg Type	Spots	Amount
E 13	8	10/13/1	2 10/13/12	8 News Now Sat	•	5-7p	S-	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
Ω	NEW	S NOW A	T 630PM-SI	8 News Now Sat	5-7p	(6:30 PM-7:0	00 PM)					
•		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We		/08/12	10/14/12	S-		\$2,500.00	0.00					
E 14	8	10/15/12	2 10/19/12	7-8p Rotator	CM	7-8p	MTWTF	:30	2 \$3,500.00LV1	0.00 NM	2	\$7,000.00
				7-8p Rotator		·						
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				,	
We	ek: 10/		10/21/12	MTWTF	2	\$3,500.00	0.00					
E 15	8	10/19/12	2 10/19/12	•	CM	9-10p	F	:30	1 \$10,000.00 LV1	0.00 NM	1	\$10,000.00
_	SI NY	,		Made In Jersey								
C		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We	ek: 10		10/21/12	F		\$10,000.00	0.00					
E 18	8	10/15/12	2 10/19/12	8 News Now 11p	M-F CM	11-1135p	MTWTF	:30	3 \$2,700.00LV1	0.00 NM	3	\$8,100.00
				8 News Now 11p	M-F							
	<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
	ek: 10		10/21/12	MTWTF		\$2,700.00	0.00		*****			
E 19	8	10/13/12	2 10/14/12	8 News Now 11p		11-1135P	SS	:30	1 \$1,500.00LV1	0.00 NM	1	\$1,500.00
Q	NEW	S NOW A	T 11PM-WK	ଃ News Now Sa/ଽ 'ND	Su 11p							
Ū		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We	_	/08/12	10/14/12	SS		\$1,500.00	0.00					
E 20	8	10/15/12	2 10/19/12	Letterman	СМ	1135p-1237	a MTWTF	:30	3 \$1,200.00LV1	0.00 NM	3	\$3,600.00
				Letterman		(11:35 PM-1	2:37 XM)					
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	ek: 10		10/21/12	MTWTF		\$1,200.00	0.00					
N 21	8	10/11/1:	2 10/11/12		CM	10-11p	T	:30	1 \$8,500.00LV1	0.00 NM	1	\$8,500.00
	Ct-	art Date	End Data	Person Of Interes		Pata	Pating					
We	<u>عرد</u> ek: 10		End Date 10/14/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$8,500.00	Rating 0.00					
N22	8		2 10/16/12		CM	9-10p	-T	:30	1 \$8,500.00LV2	0.00 NM	1	\$8,500.00
	•			NCIS: LA								•
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
We	ek: 10	/15/12	10/21/12	-T	1	\$8,500.00	0.00					
N 23	8	10/14/12	2 10/14/12			4-5p	S	:30	1 \$700.00LV1	0.00 NM	1	\$700.00
				4-5p Electric Play	-							
141-		art Date	End Date	<u>Weekdays</u> S	Spots/Week	<u>Rate</u>	Rating					
We	ек: 10	/08/12	10/14/12	5	1	\$700.00	0.00	-			<u> </u>	400 500 5
										Totals	38	\$85,500.00